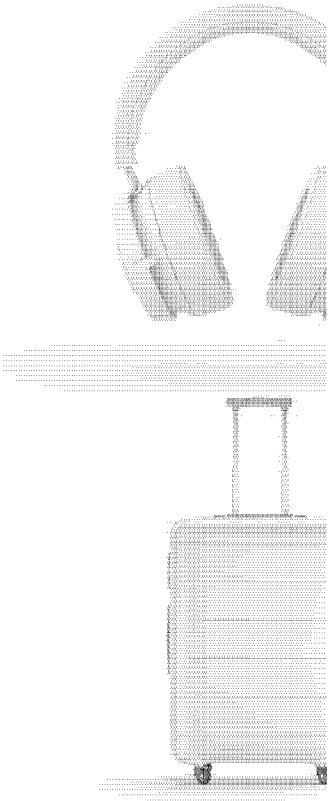
EXHIBIT B

[REDACTED]

ORACLE
Data Cloud



Offline Access Request Response Report

Oracle Data Cloud:

Offline Access Request Response Report

Oracle Data Cloud scanned our data and found the following data elements associated with the personal information you provided:

Data Element Description	Your Data
First and Last Name	[redacted]
Physical Address	
All email addresses associated with your profile (all but the email you provided with your request have been partially masked)	
All phone numbers associated with your profile (all but the phone number you provided with your request have been partially masked)	
Mail Preference option from Direct Marketing Association (DMA). DMA is an industry group that tracks mails preferences option from consumer and alerts members when individual opt out	

Oracle Data Cloud has collected the following demographic attributes associated with your individual profile or household profile:

Demographic Category	Demographic Detail	Value
Household	Adults	[redacted]
Household	Age	
Household	Age Code	
Household	Age Range	
Household	[redacted]	
Household	Birth Year	
Household	Buyer Continuity	
Household	Buyer Score Category	
Household	Buyer Score Percentile	
Household	Census Tract* Avg Education Level	
Household	Census Tract* Avg Household Income Dollars	
Household	Census Tract* Avg Householder Age	
Household	Census Tract* Income Percentile	
Household	Census Tract* Median Household Effective Buy Dollar	
Household	Census Tract* Percent Black	
Household	Census Tract* Percent Blue Collar	
Household	Census Tract* Percent Built 2000	
Household	Census Tract* Percent Divorce	
Household	Census Tract* Percent Hispanic	
Household	Census Tract* Percent Homeowner	
Household	Census Tract* Percent Household with Children	
Household	Census Tract* Percent Married	
Household	Census Tract* Percent Motor Vehicle Owned	

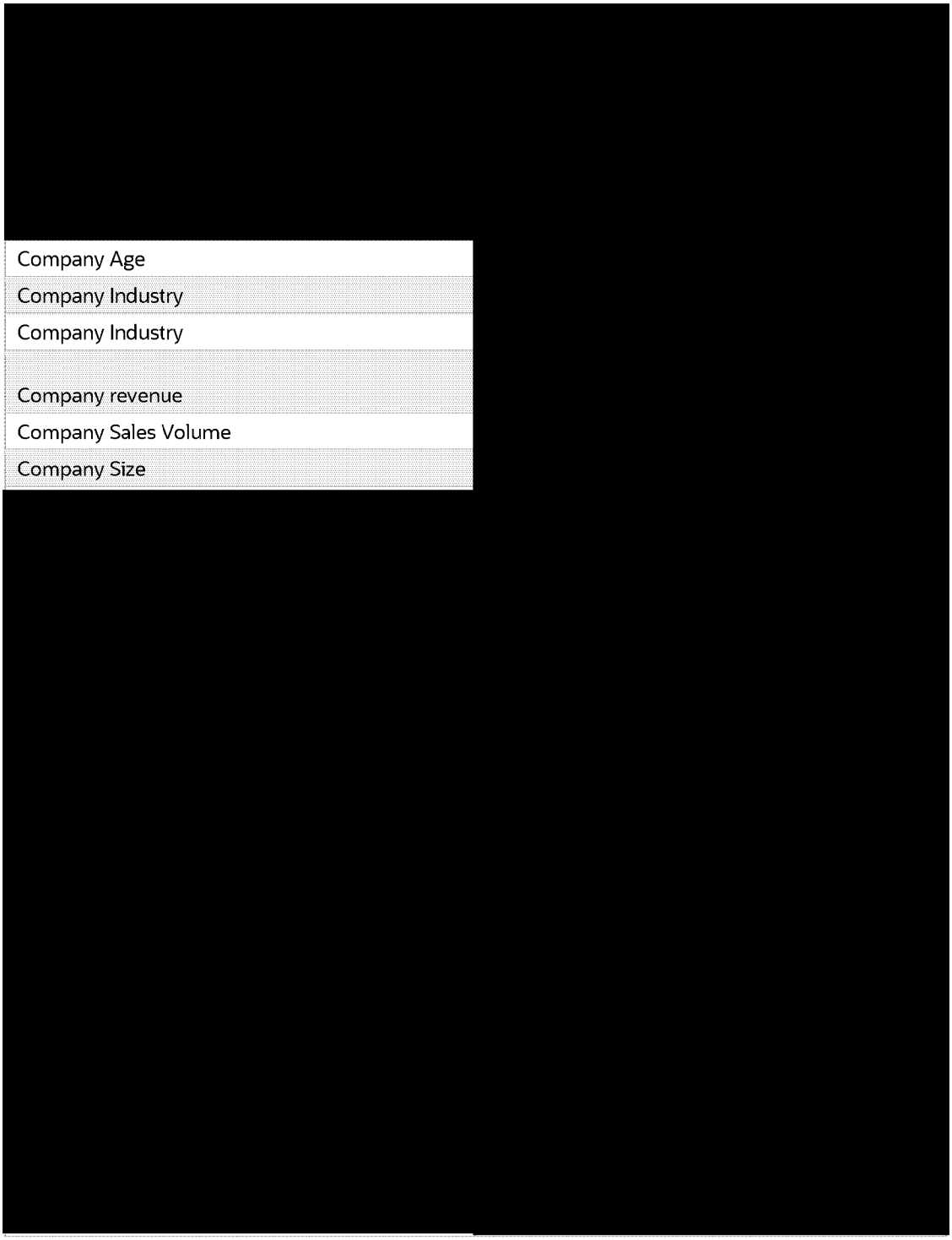
Household	Census Tract* Percent Moved 2000
Household	Census Tract* Percent Single Family Home
Household	Census Tract* Percent White
Household	Census Tract* Percent White Collar
Household	Census Tract* Socio Economic Score
Household	Census Tract* State Population Density Percentile
Household	Census Tract* US Population Density Percentile
Household	CPG Score Category
Household	CPG Score Percentile
Household	Dollar Home Value
Household	Dwelling Type
Household	Ethnic Code
Household	Ethnic Group
Household	Ethnicity
Household	[redacted]
Household	Gender
Household	Generation
Household	Homeowner
Household	Household Composition
Household	Income
Household	Language
Household	Language Preference
Household	Mail Order Responder
Household	[redacted]
Household	Net Worth New
Household	New Monthly Buyer
Household	Nielson County Size
Household	[redacted]

Household	People In Household	[redacted]
Household	State	
Household	Zip Plus4	

*Census Tract Data refers to information about your neighborhood as established by the Bureau of Census for analyzing populations.

Oracle Data Cloud has used partner data to associate your profile with the following interest-based segments:

Segment Category	Segment Detail
[redacted]	


Company Age
Company Industry
Company Industry
Company revenue
Company Sales Volume
Company Size

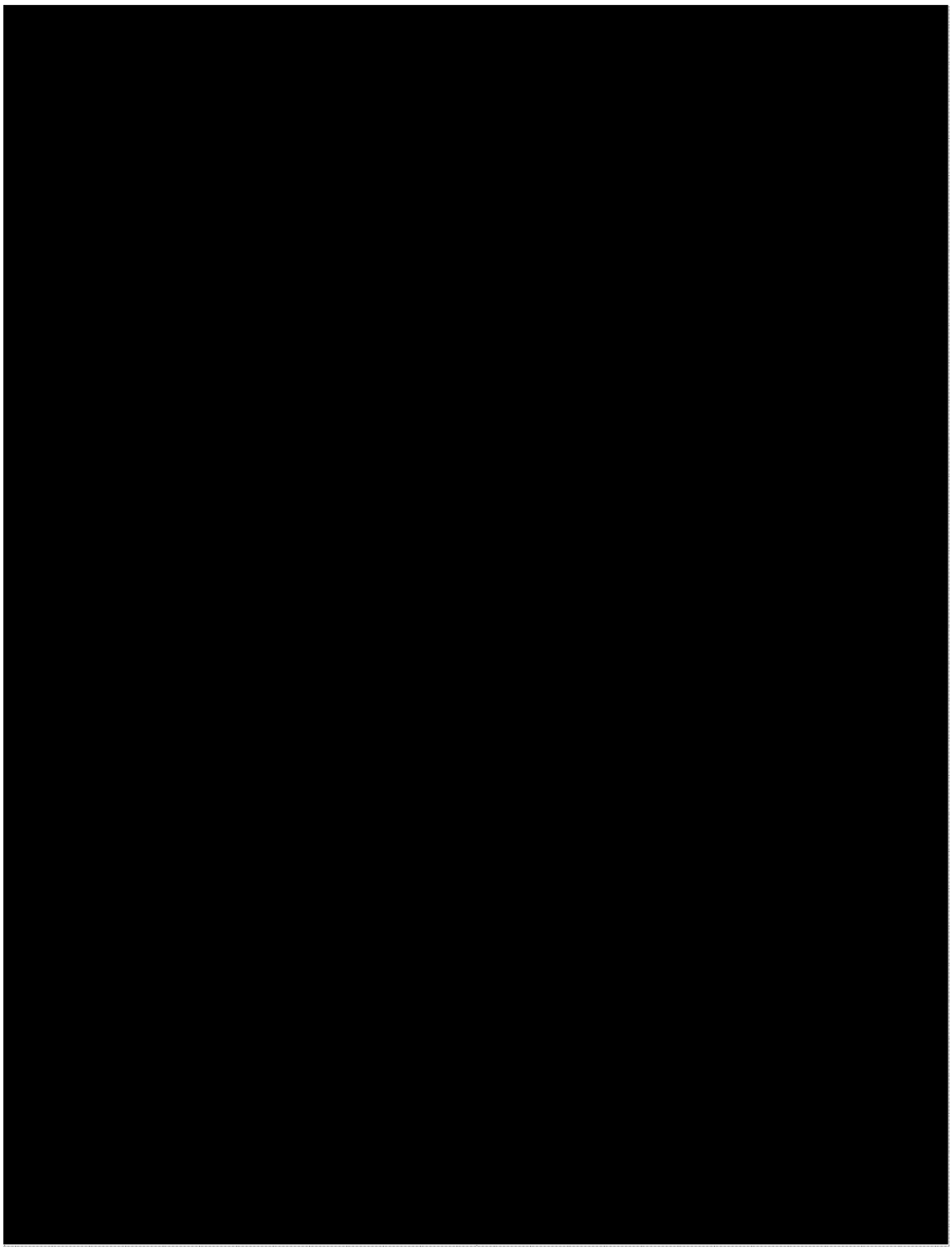
[redacted]

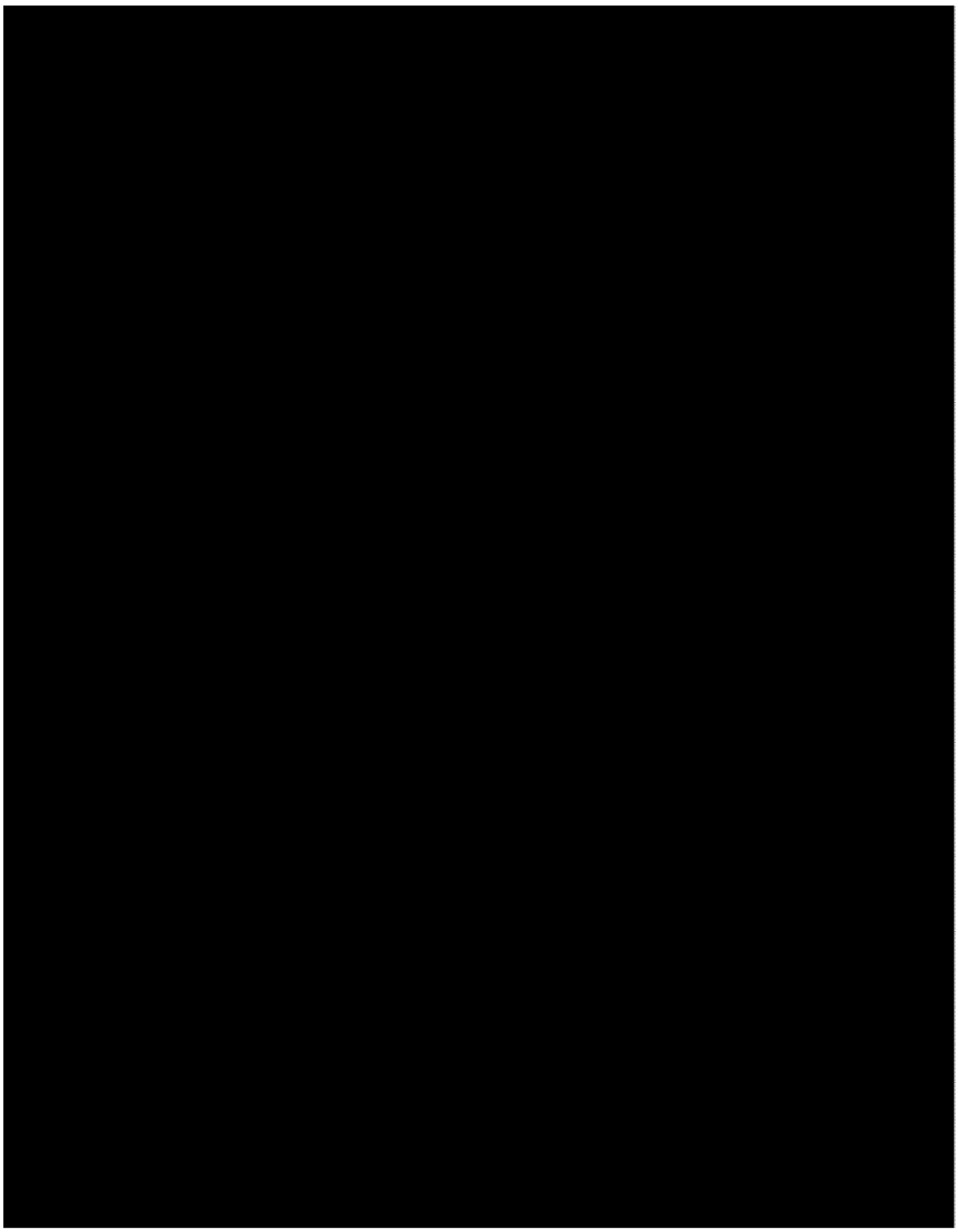
Education
Employee Management Level

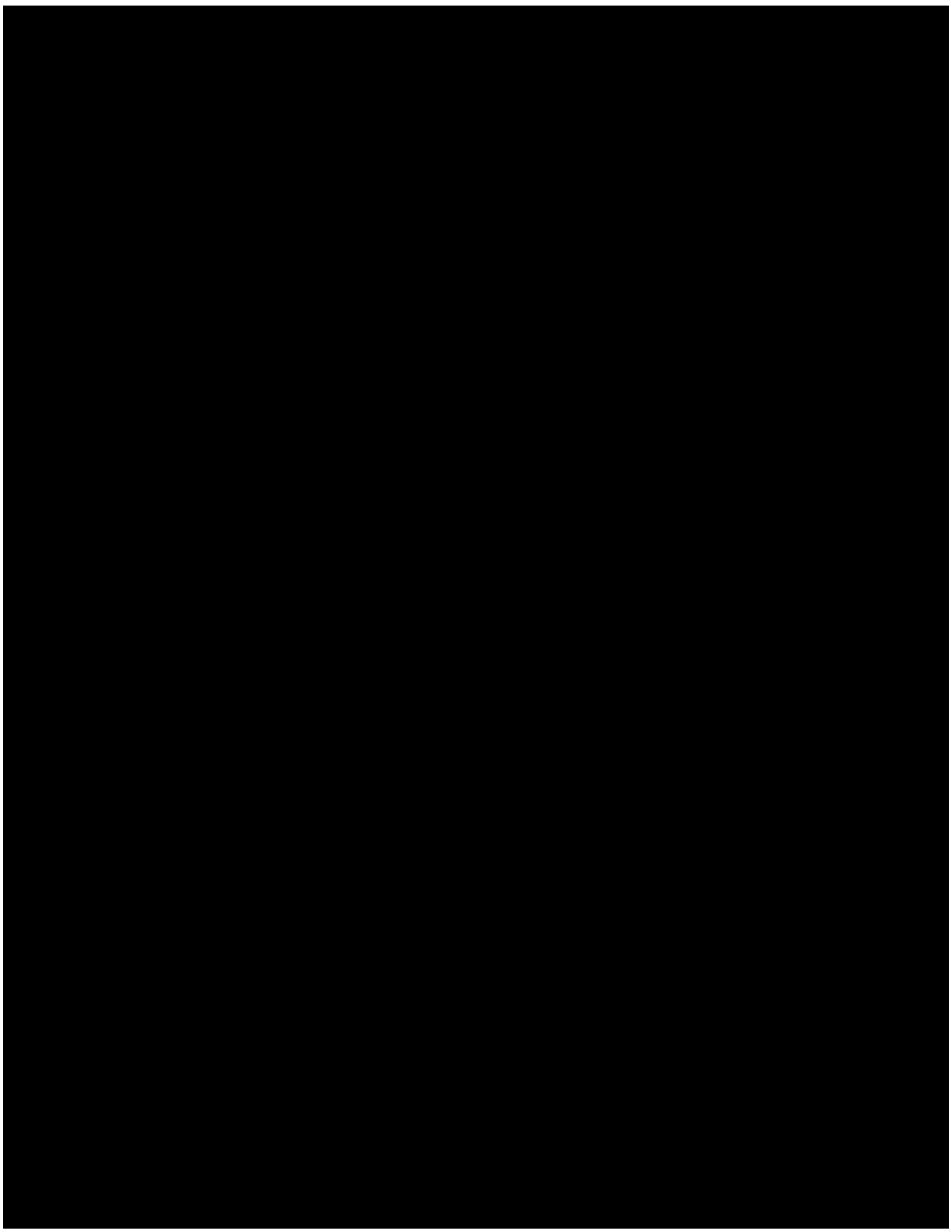
[redacted]

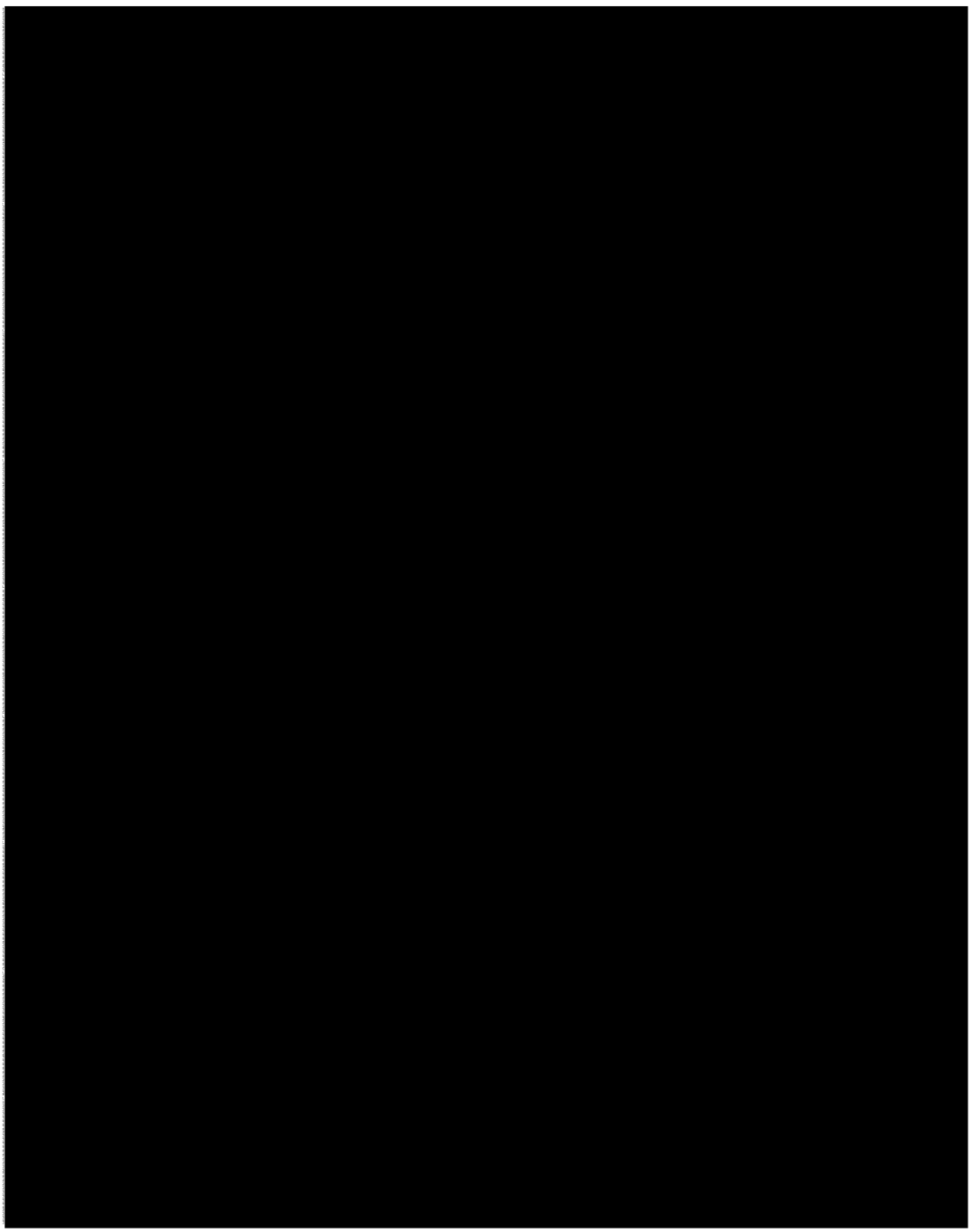
Food Attitudes
Food Attitudes
Food Attitudes

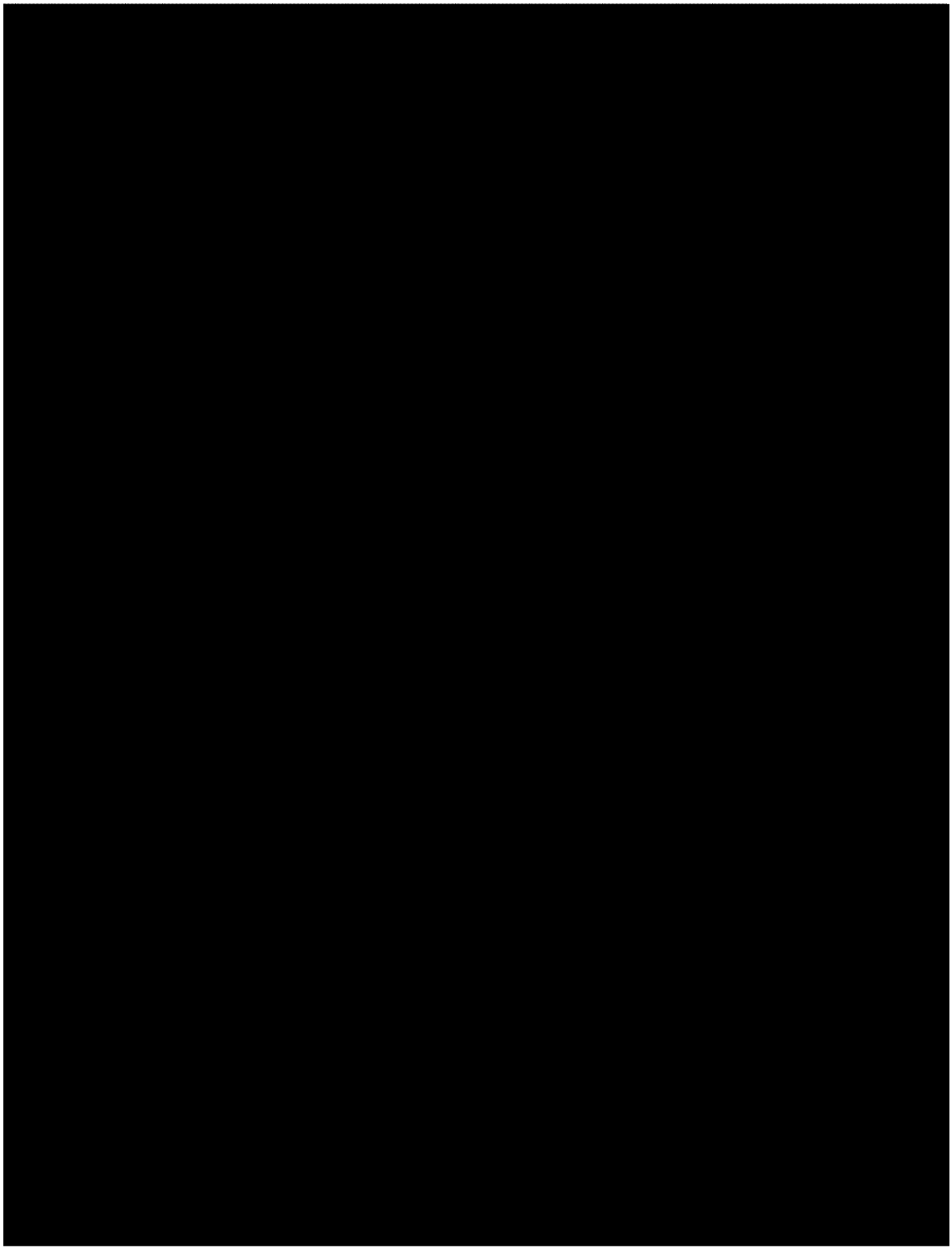
[redacted]

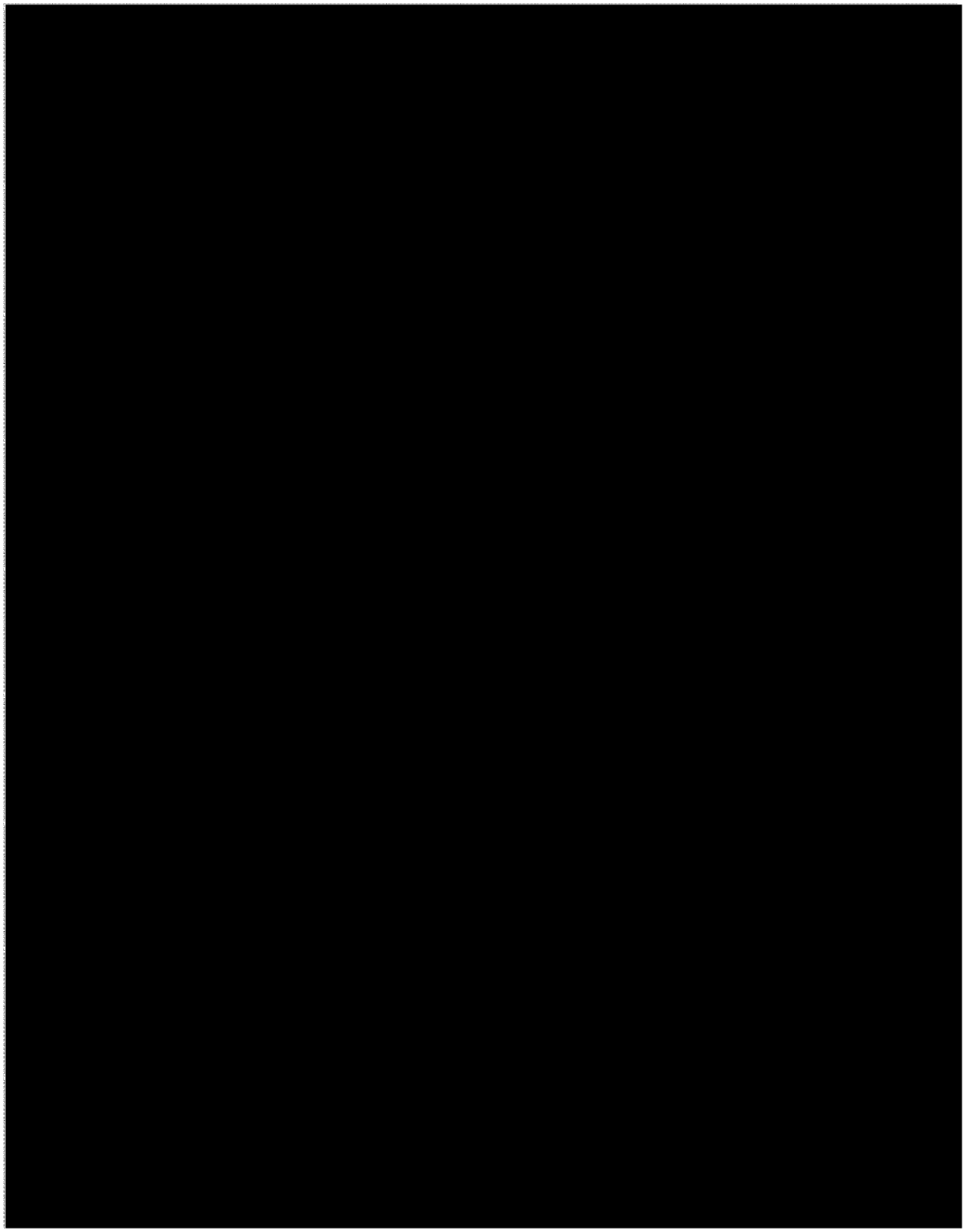


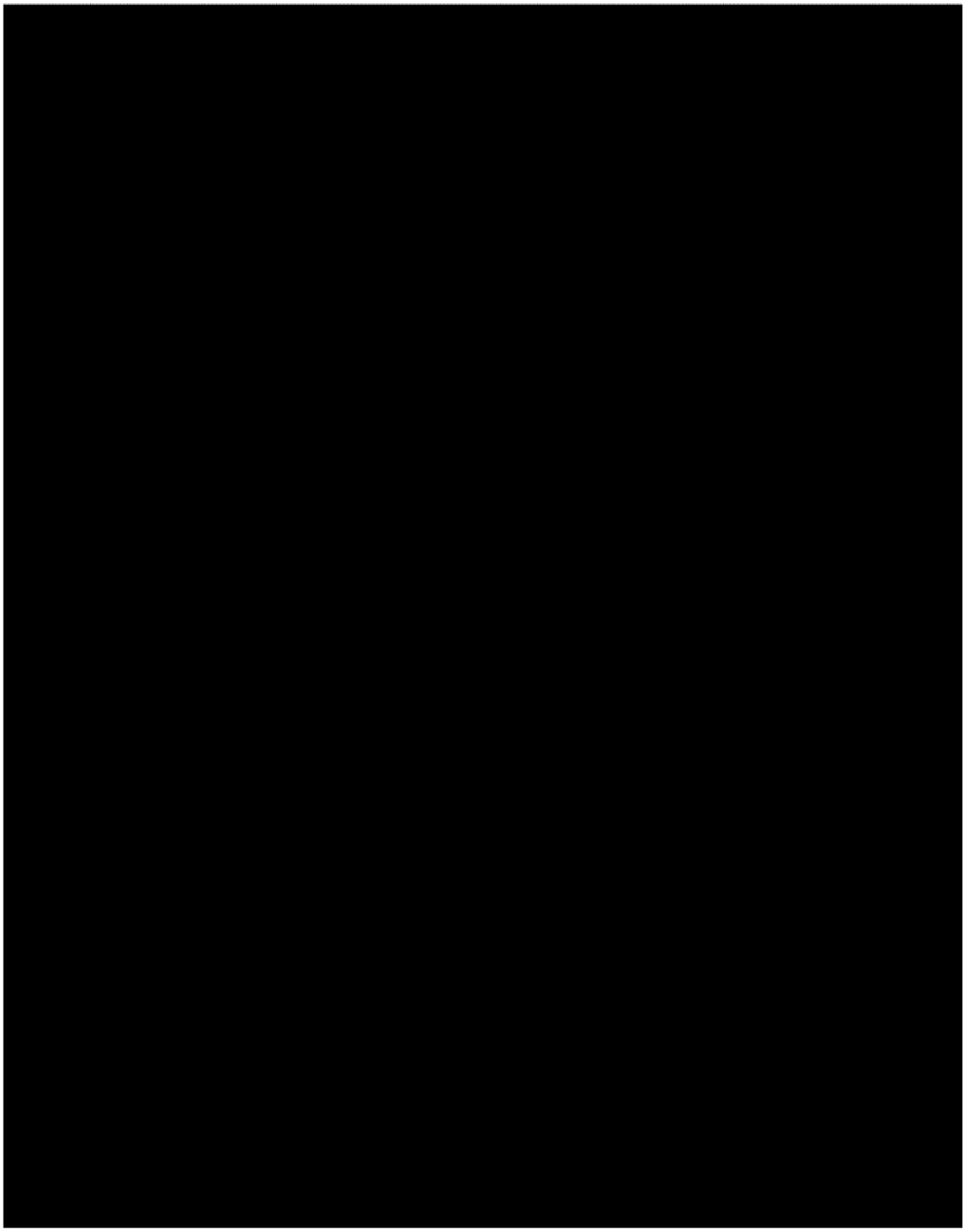


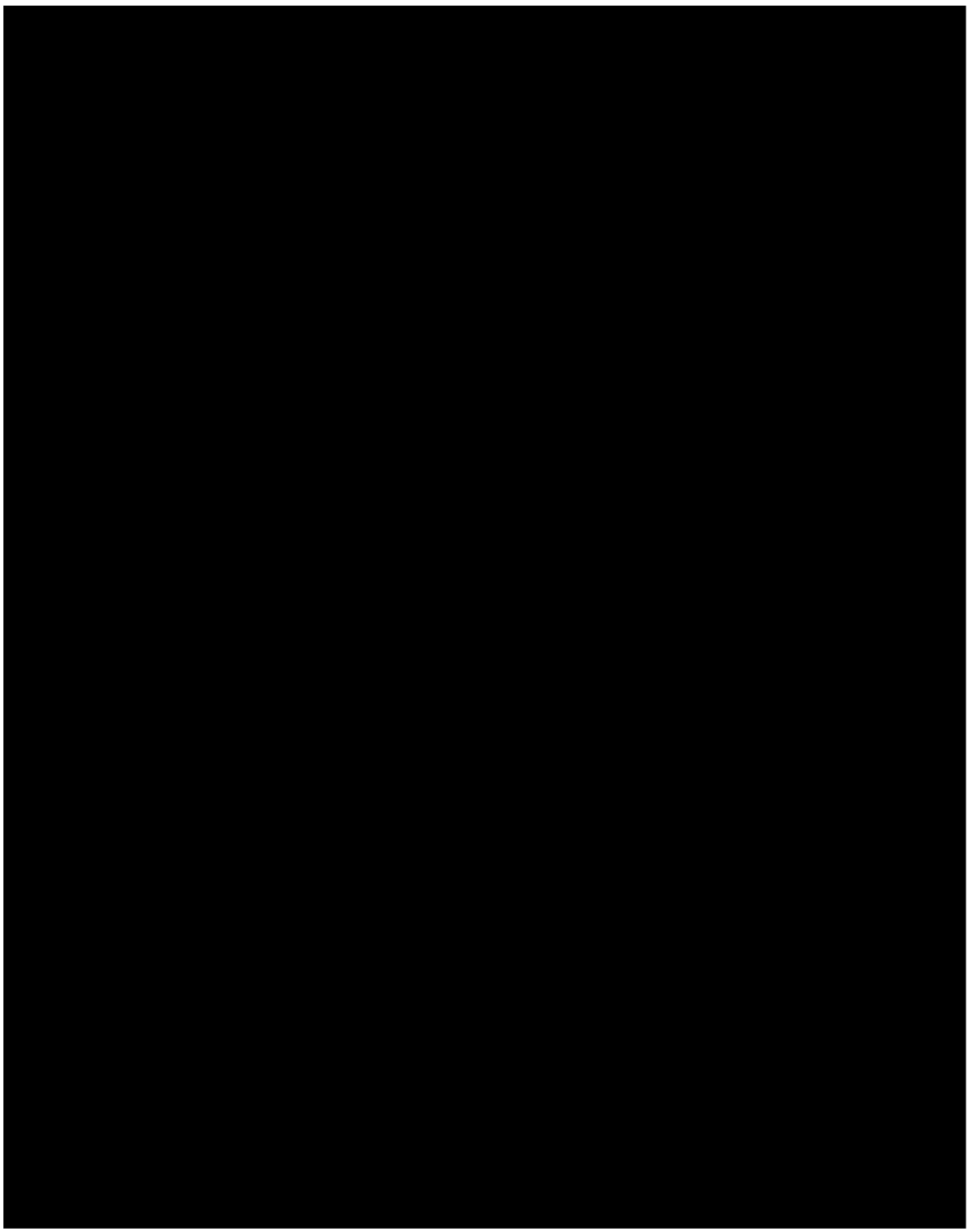


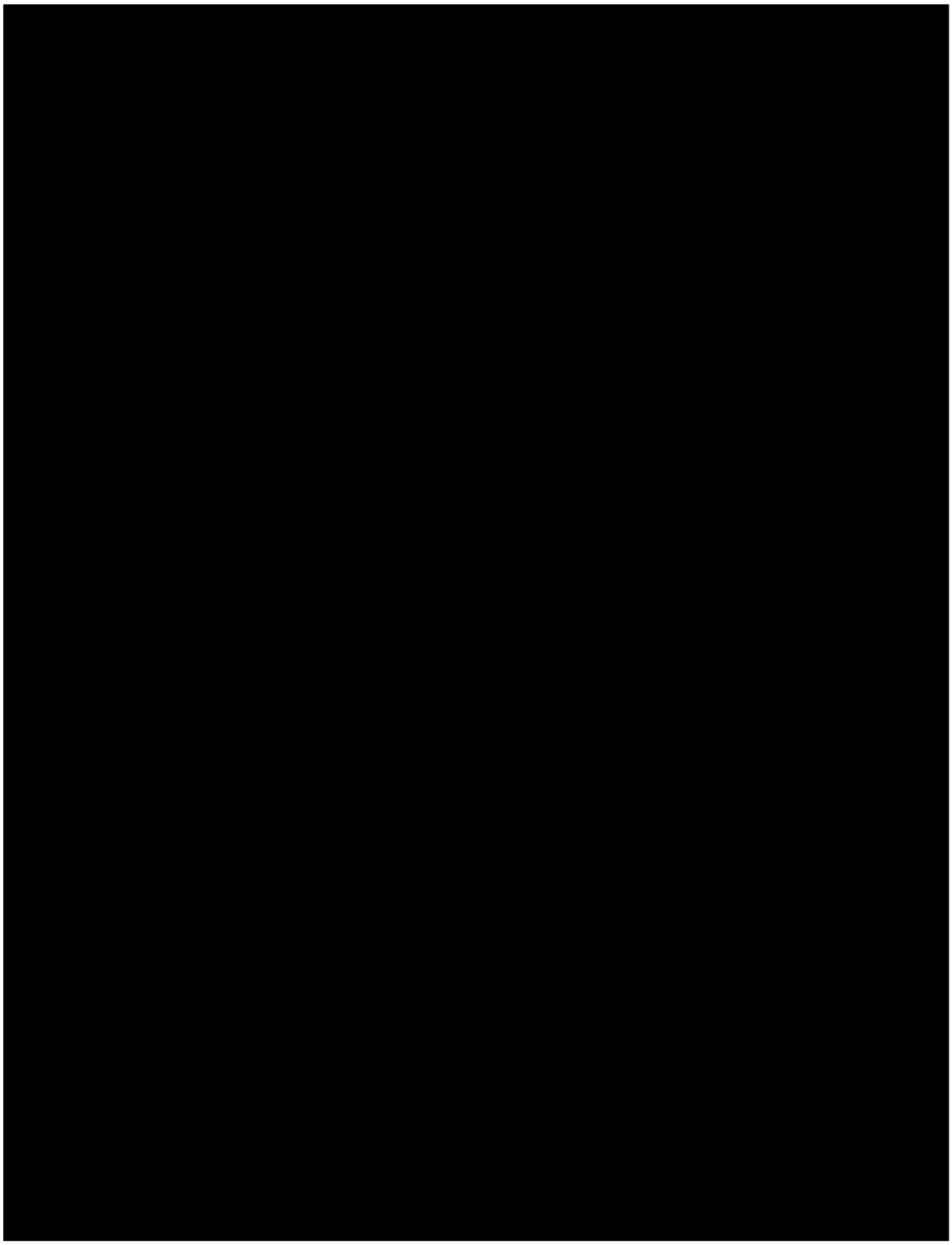


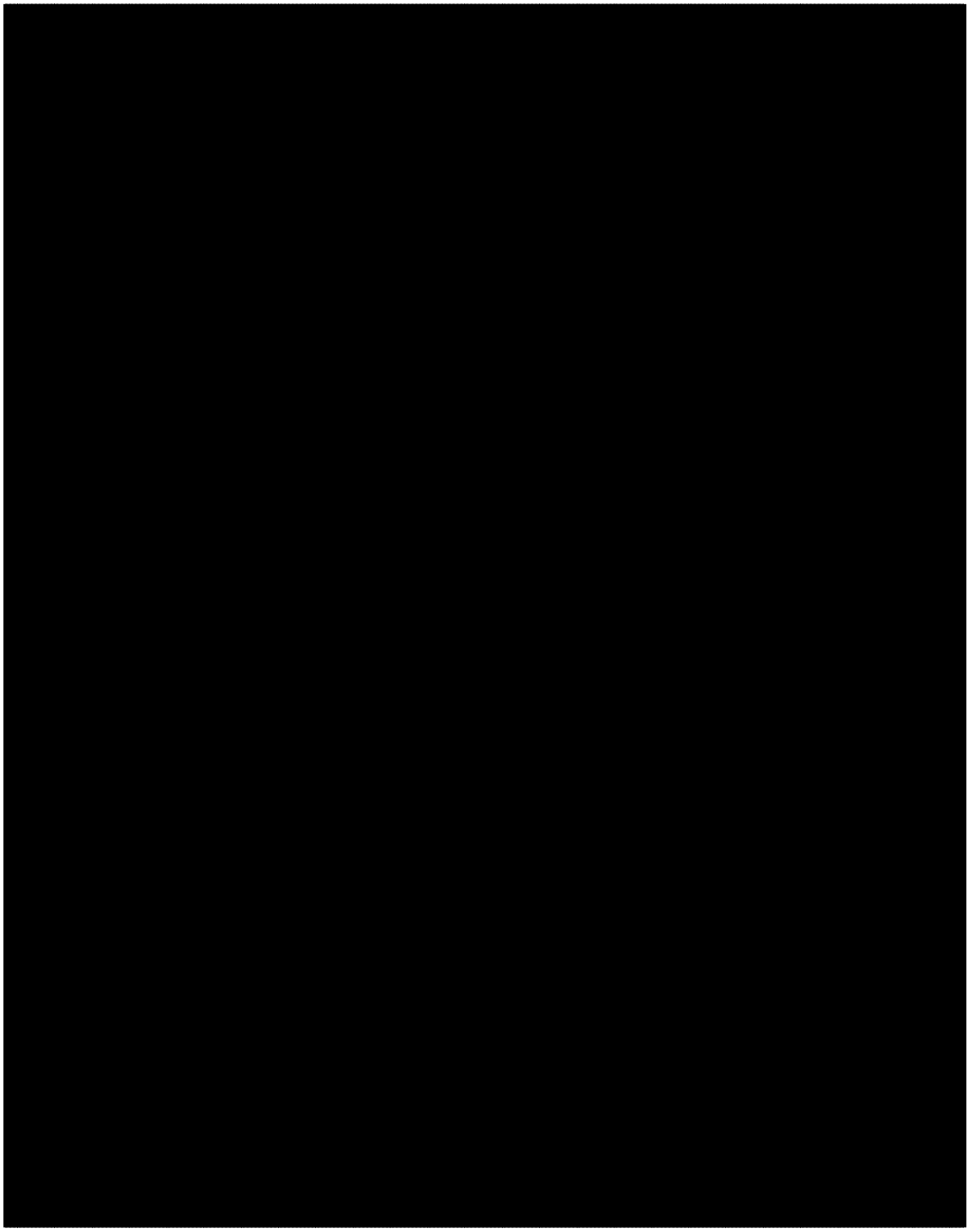


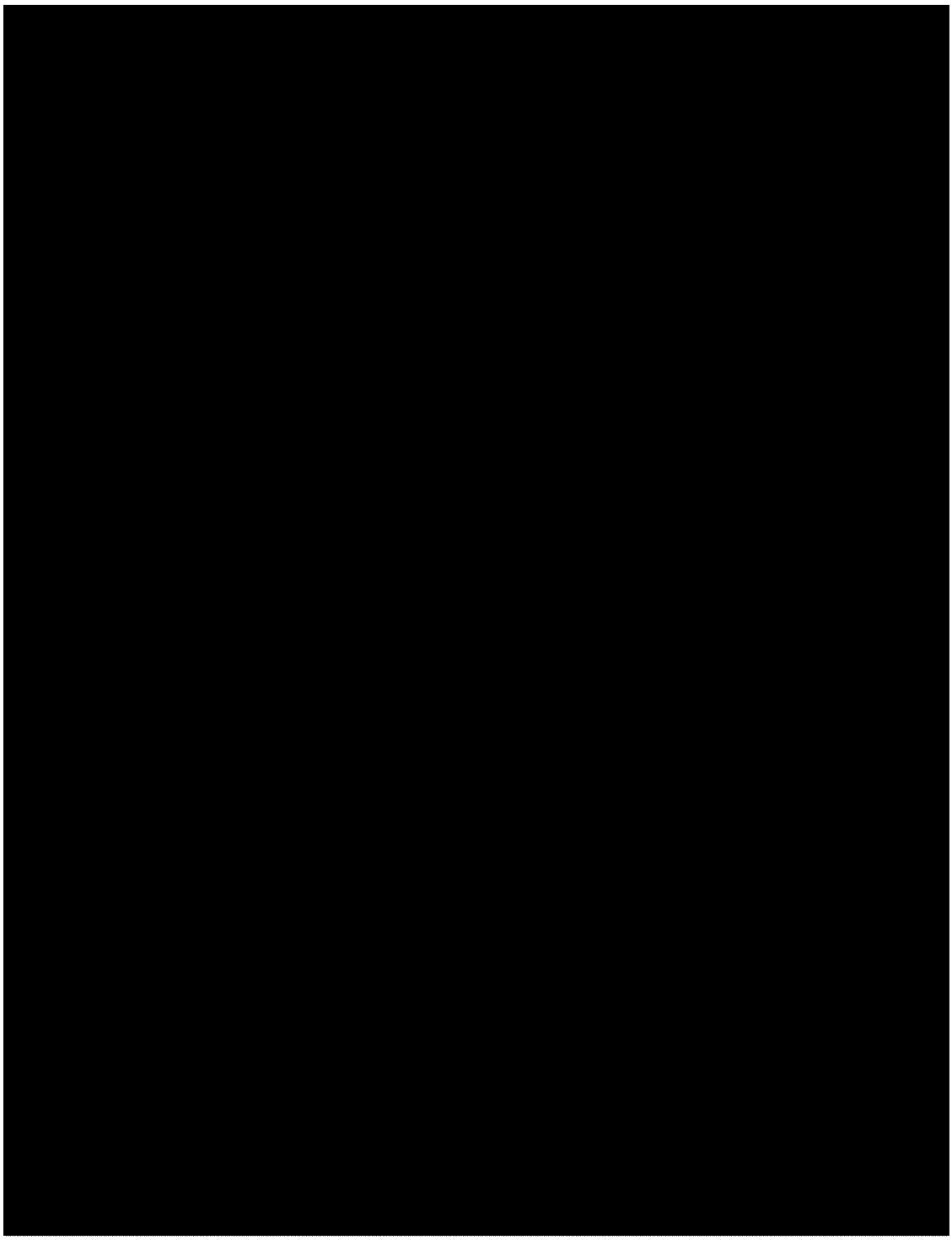


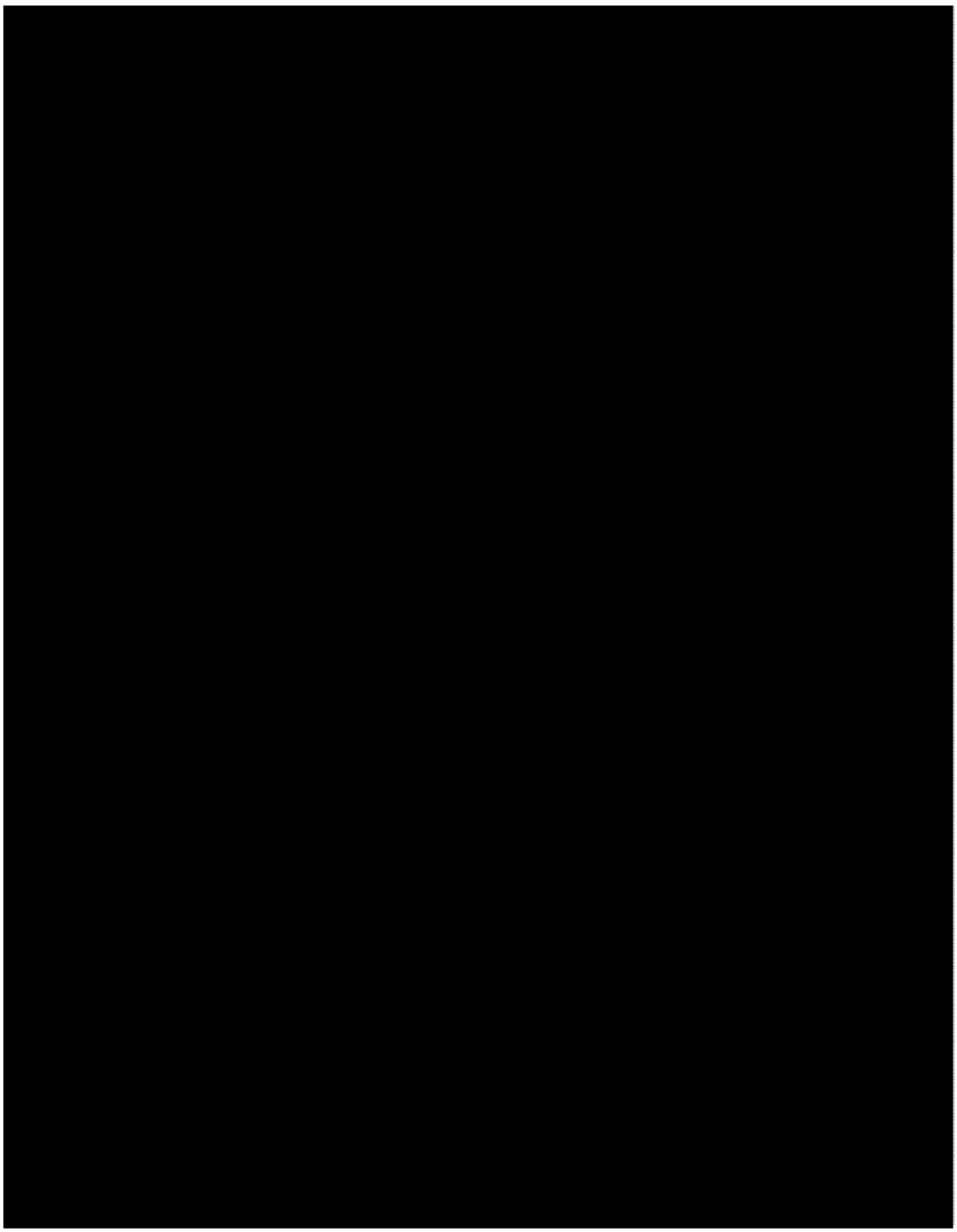


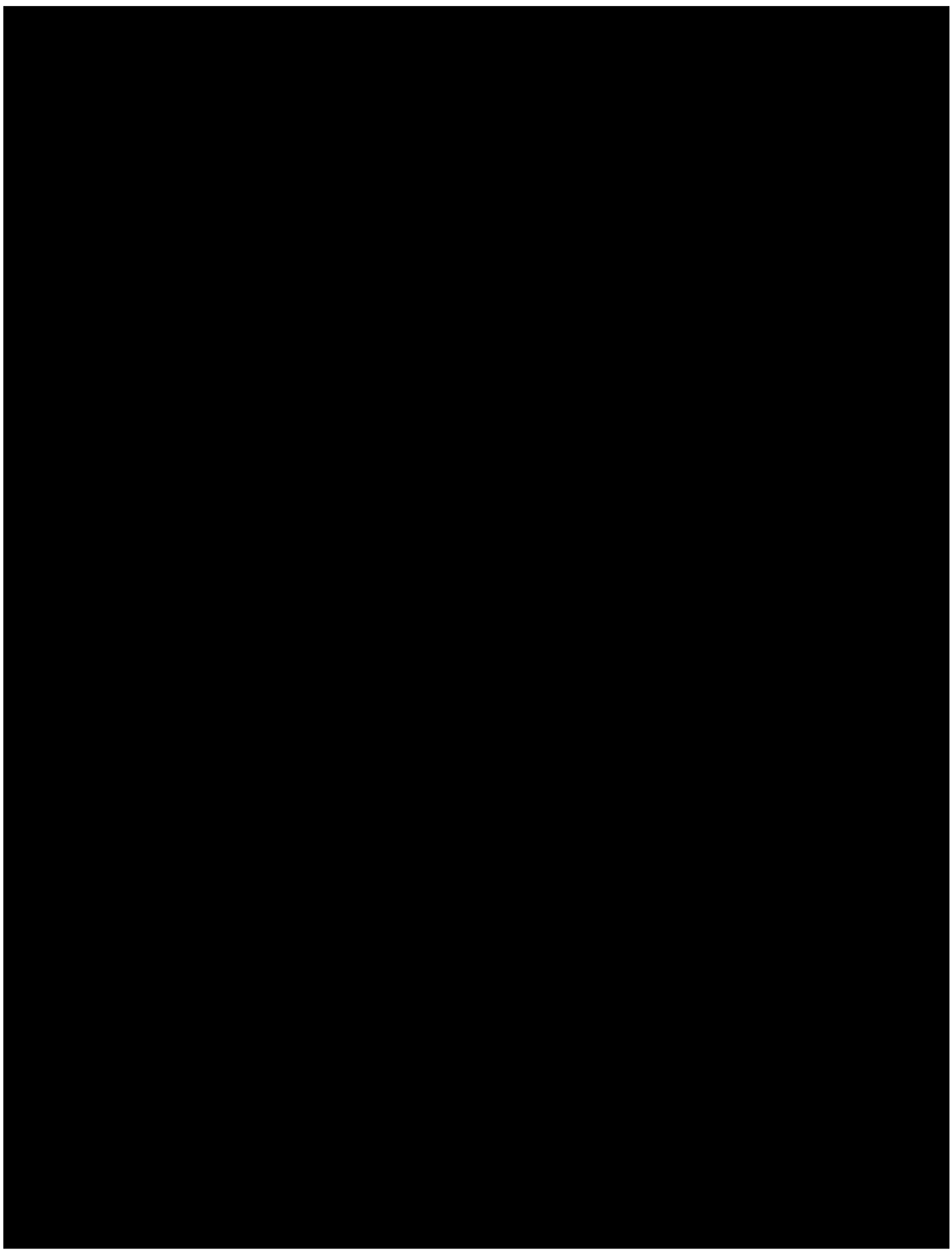


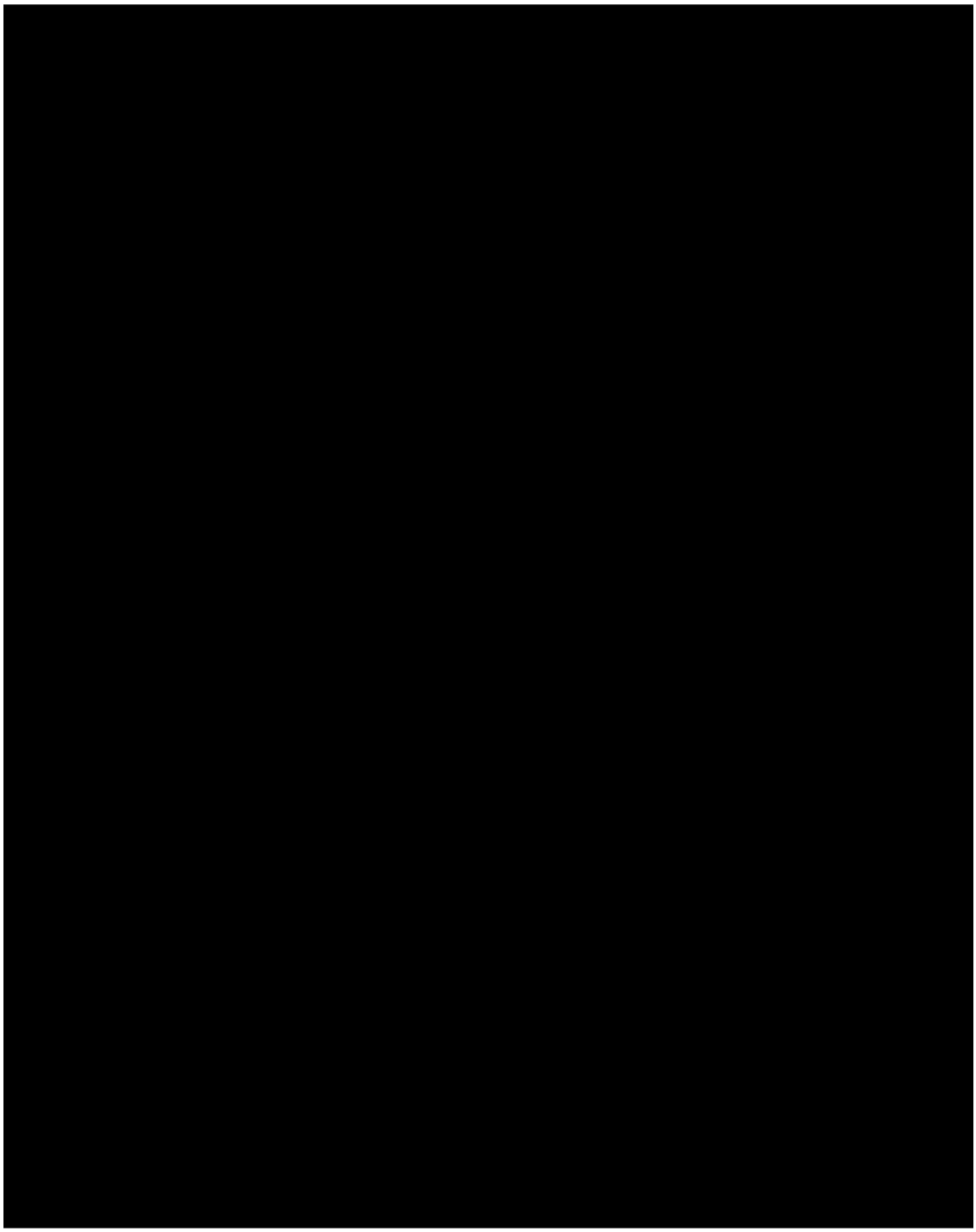


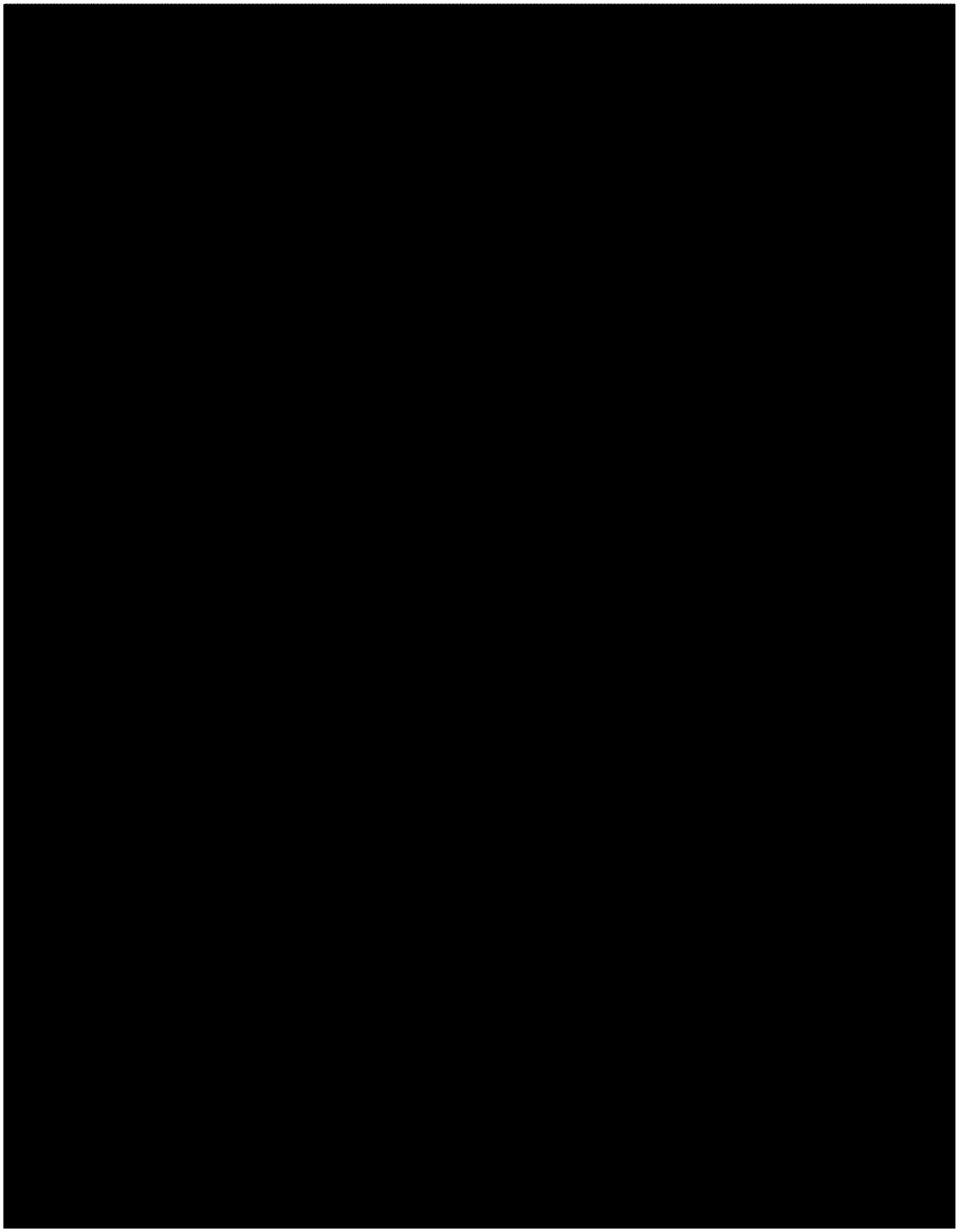


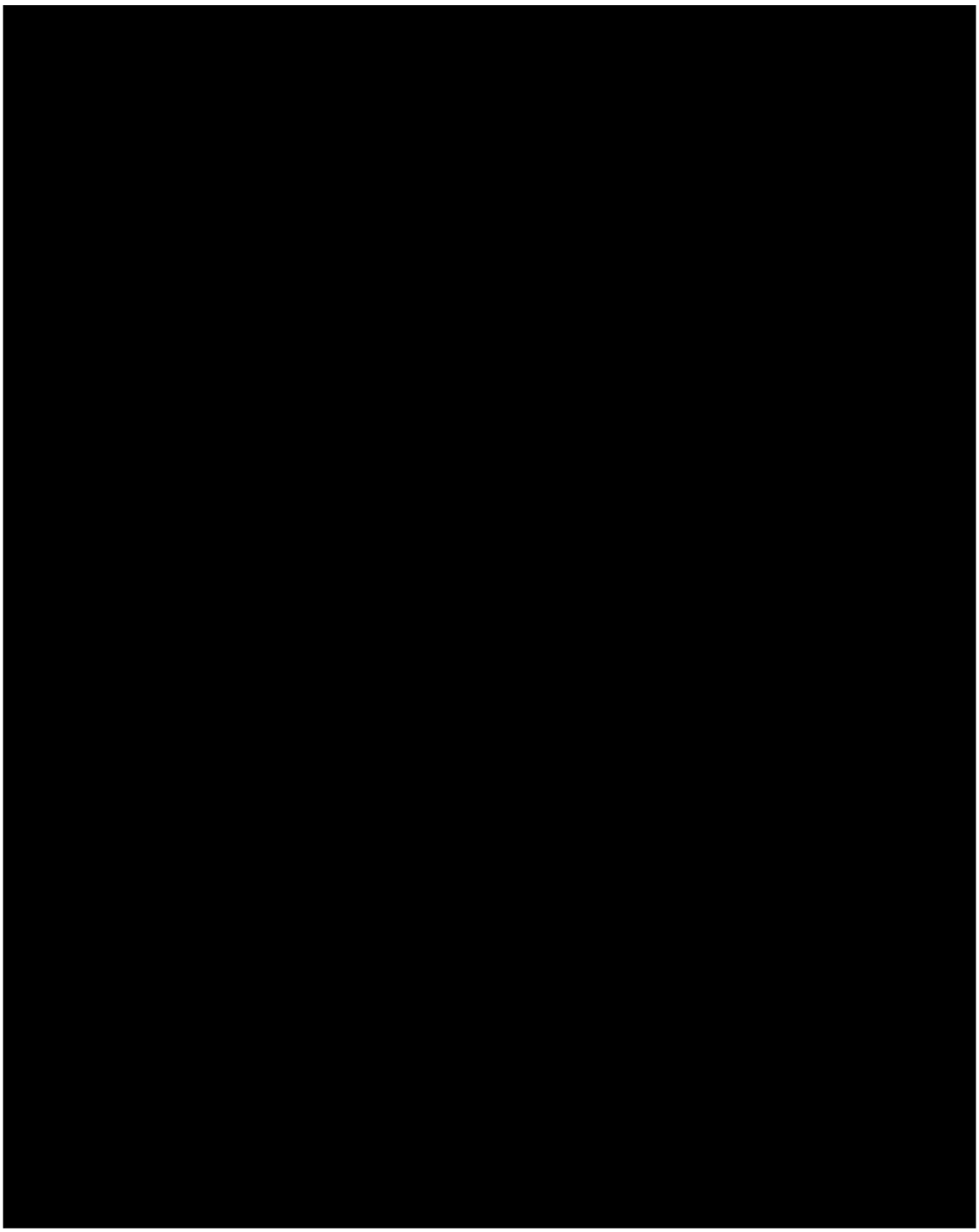


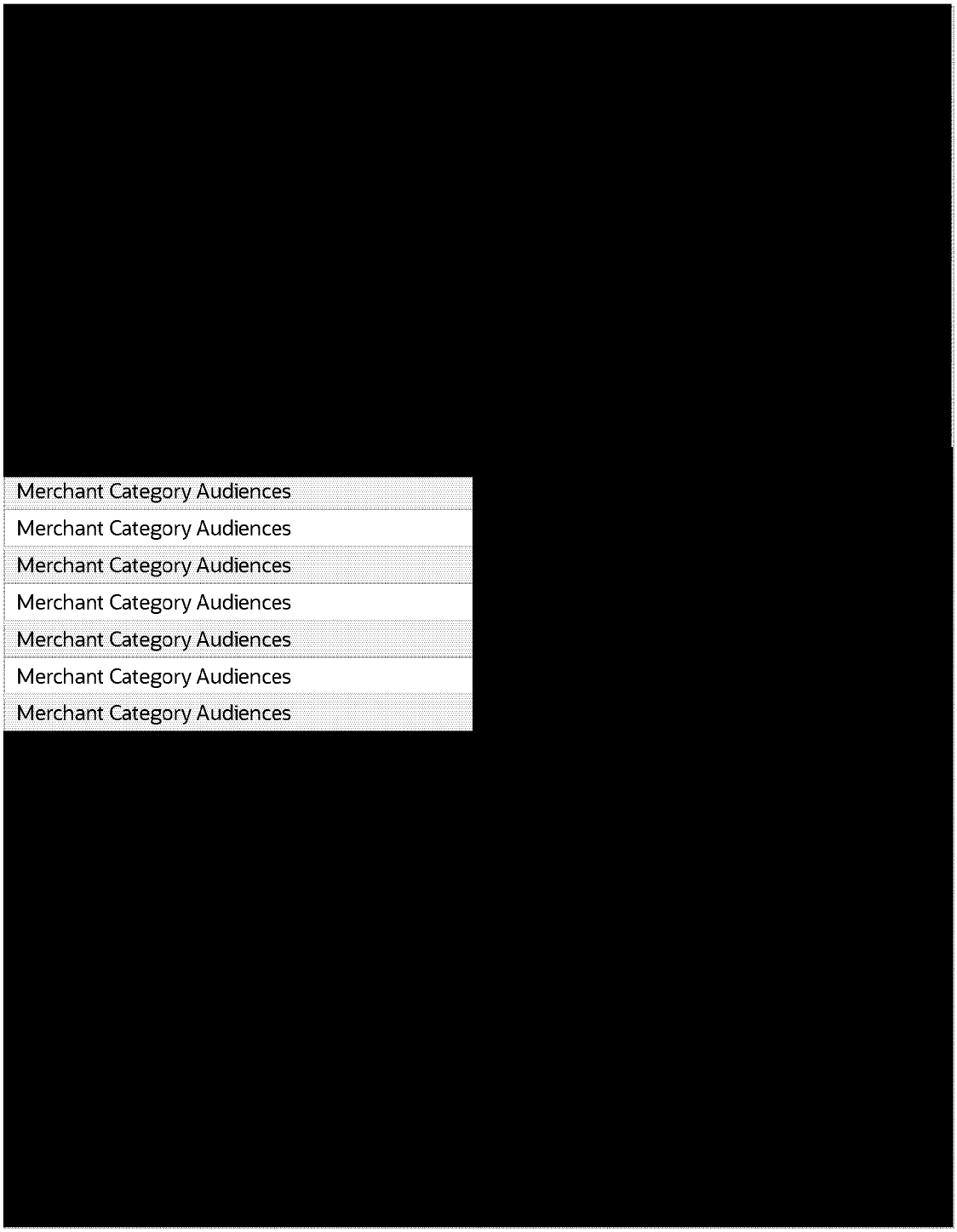











Merchant Category Audiences
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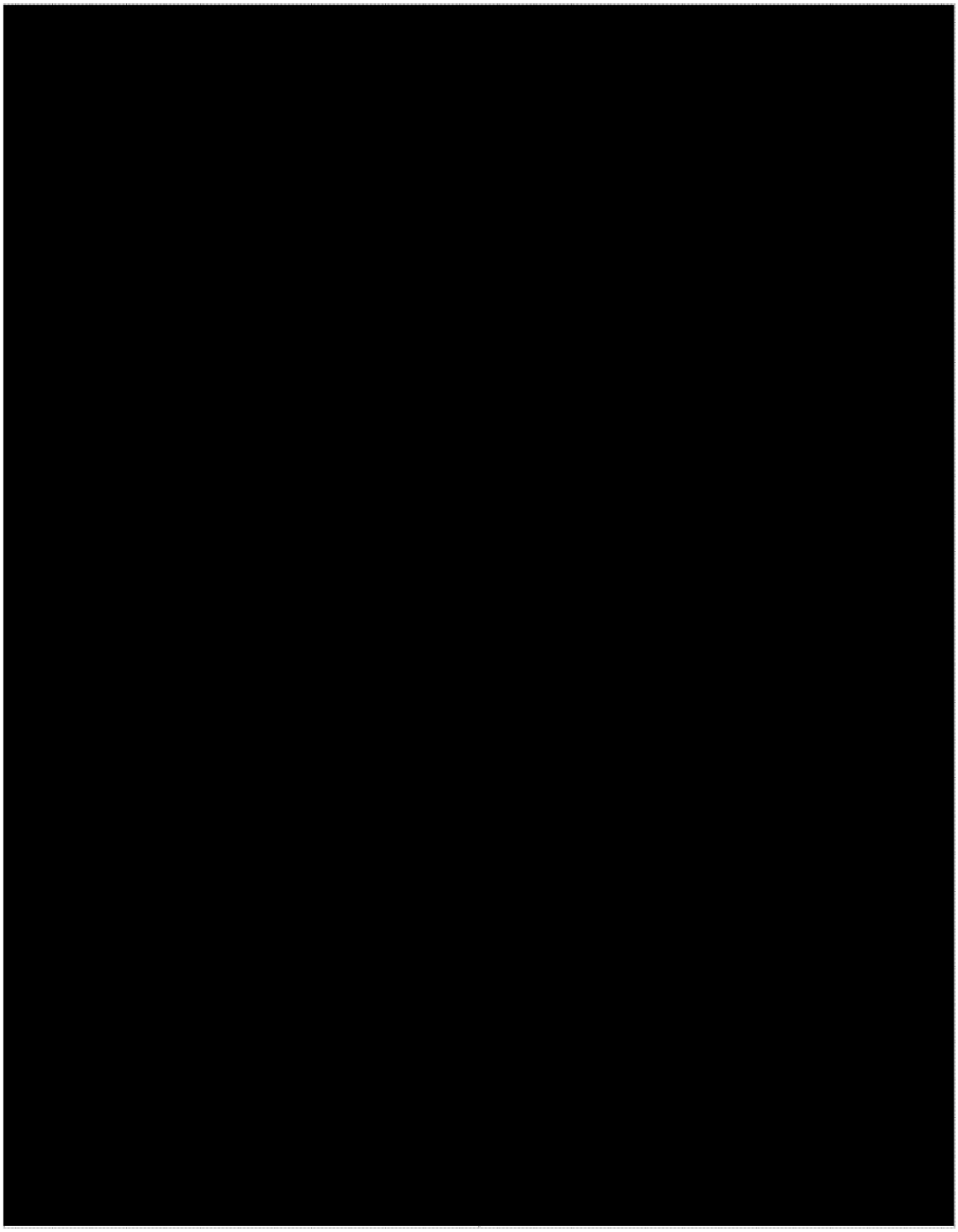

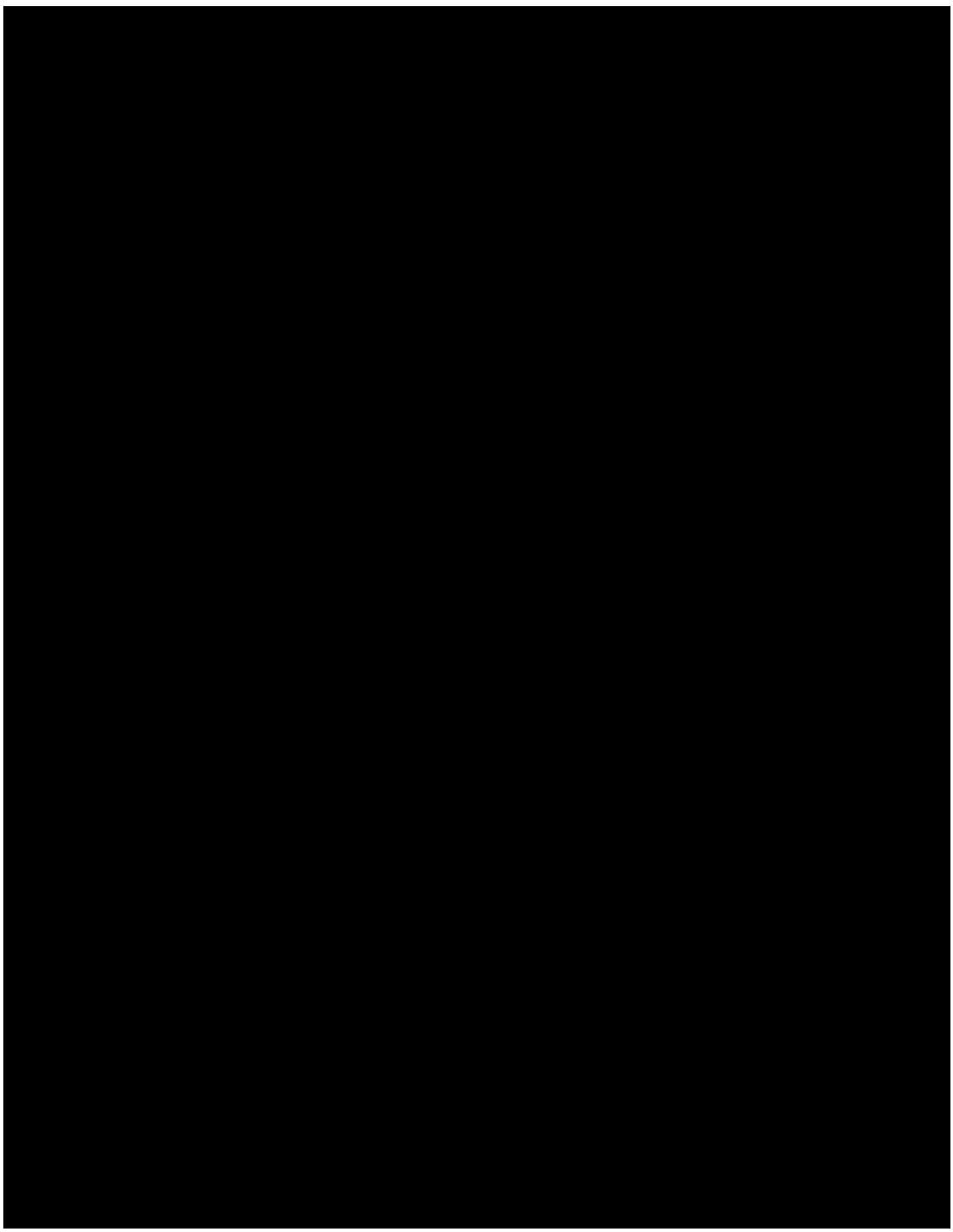

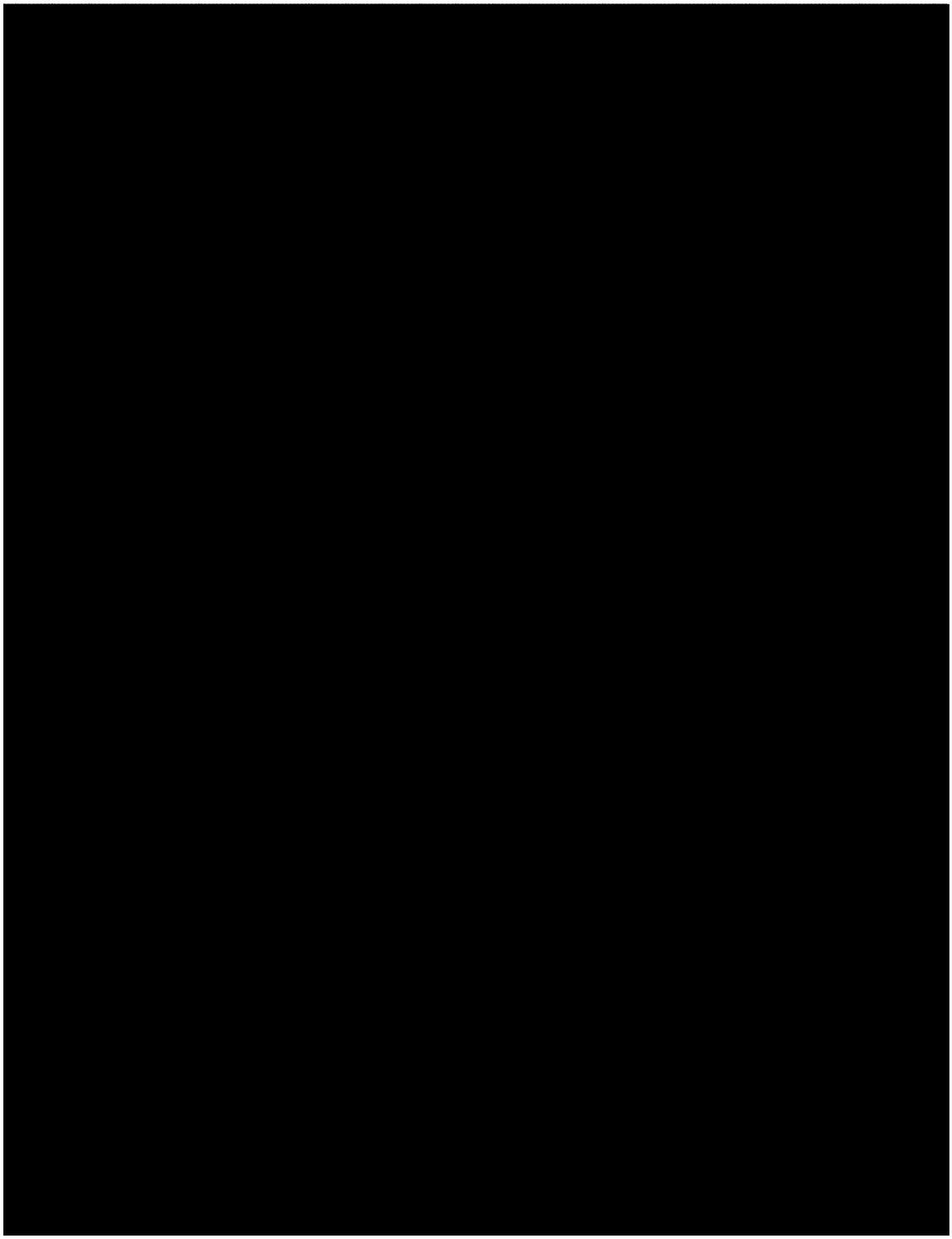

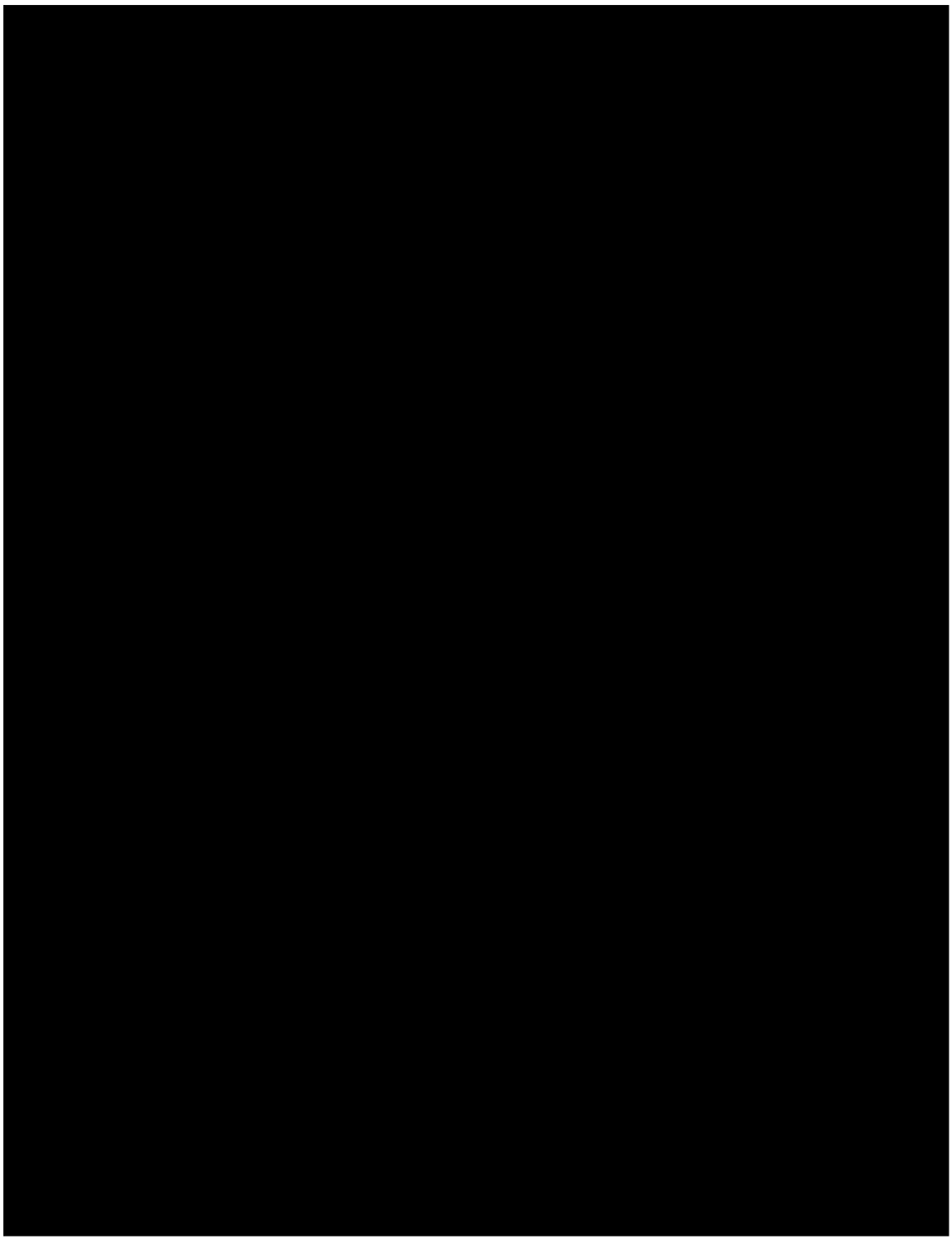

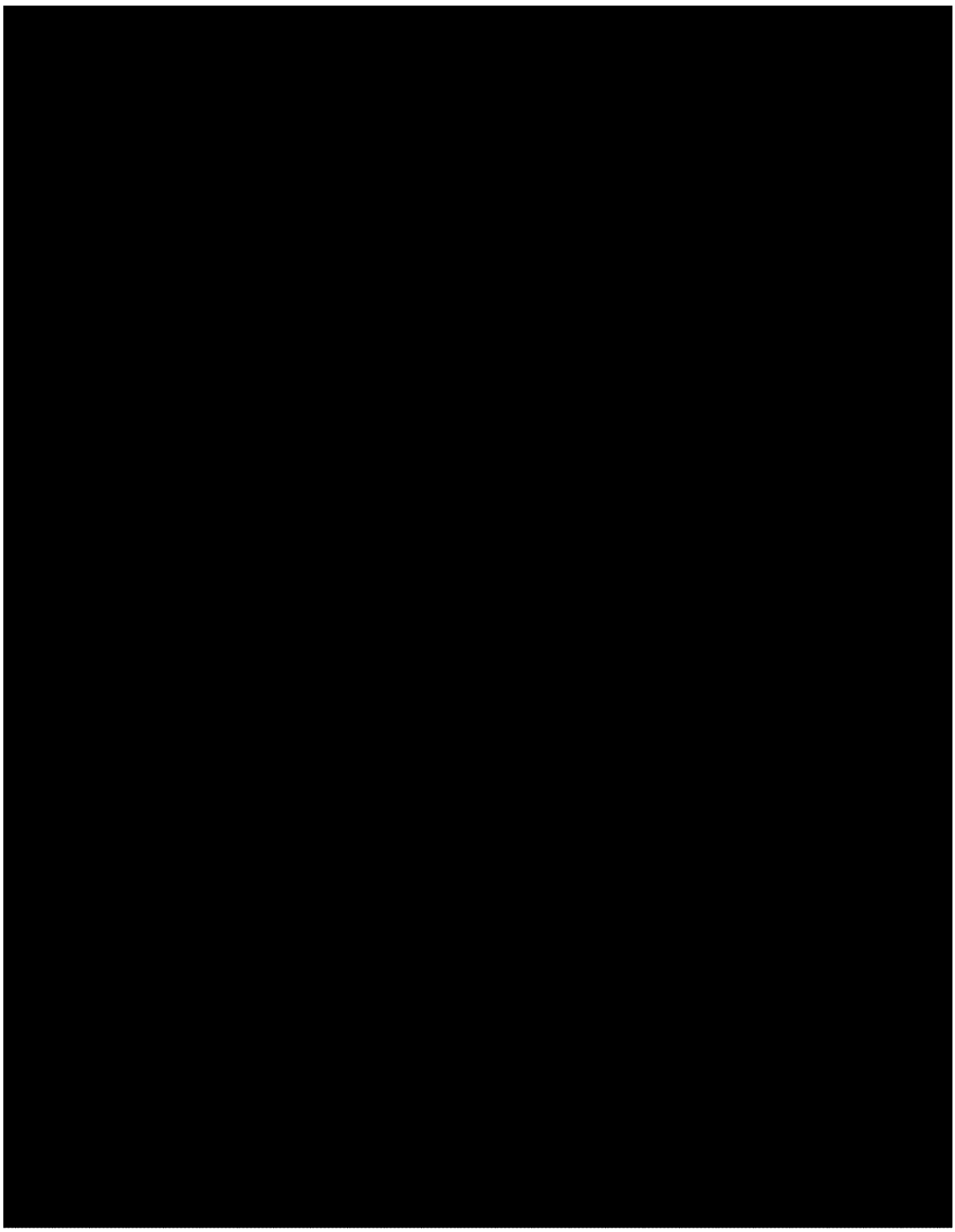

[redacted]

Spend Characteristics
Spend Characteristics
[redacted]
State
[redacted]
TV
TV Categories
TV Categories
TV Viewership
Vehicle Price or Age
Vehicle Price or Age
Vehicle Price or Age
Vehicle Price or Age
Vehicle Price or Age
Vehicle Price or Age
Vehicle Price or Age

Vehicle Price or Age	[redacted]
Vehicle Price or Age	